

# Welcome & Agenda

## Welcome to the Broadway Revitalization Open House

Monday, May 24, 2004

6:30–8:30 p.m.

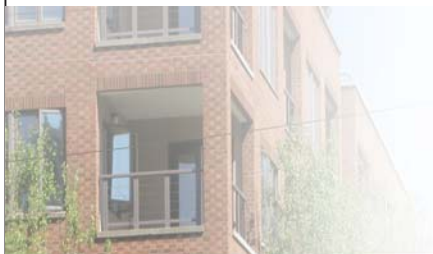
Seattle Central Community College, Room 1110

## Agenda:

6:45 p.m.                      **Welcome**

6:55 p.m.                      **Overview**

7:15-8:30 p.m.      **Open House Format** - Visit individual stations to learn about Broadway revitalization efforts



## Revitalizing Broadway Community Open House



**City of Seattle**  
Gregory J. Nickels, Mayor

Office of Economic Development ■ *Jill Nishi, Director*  
Department of Planning and Development ■ *Diane Sugimura, Director*  
P.O. Box 34019, Seattle WA 98124 ■ (206) 233-0079

# 1

STATION 1

# Revitalization Strategy

STAFFED BY NANCY YAMAMOTO

## Upcoming Revitalization Efforts

**Redevelopment of Key Sites** – more flexible development standards to stimulate new housing and retail development, and support the revitalization of Broadway

**Capitol Hill Property Owners Business Improvement Area** – a new BIA to enhance public safety and the cleanliness of Capitol Hill's business districts (proposed for 2005)

**Farmers Market** – creating a gathering place and supporting the neighboring businesses and community (starting Summer 2005)

**Cal Anderson Park** – reopening of the newly covered reservoir park, adding new green spaces for the community (2005)

**Alcohol Impact Area (AIA)** – initiating “Good Neighbor Agreements” to voluntarily restrict certain alcohol sales which are contributing to chronic public inebriation (May 2004)

## Current Revitalization Efforts

**Capitol Hill Business Summit** – a collaboration of community groups working on collaborative approaches to public safety, retail mix and parking issues (2003)

**Bike Patrol** – continuing in the East Precinct (2004)

**Facade Improvement Program** – expanded to Broadway to provide 1:1 matching grants for exterior storefront improvements (2003)

**Capitol Hill Case Manager** – funding for continuing case management services for homeless youth and adults on Broadway (2004)

**Cal Anderson Park** – opening of Cal Anderson Shelter House (2003)



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# 1

## STATION 1

# Vision and Process

STAFFED BY NANCY YAMAMOTO

### A Vision for Our Future:

*“Vibrant Business Districts, Attractive Residential Areas, Accessible Transportation and Community Services, Strong Institutions and a Diverse Population”*

*Nurture a socially diverse and economically stable neighborhood*

*Effectively meeting these challenges and opportunities will require a common effort on the part of various community groups and interests.*

Excerpt from Capitol Hill Urban Center Village Neighborhood Plan

### Neighborhood Plan in Action:

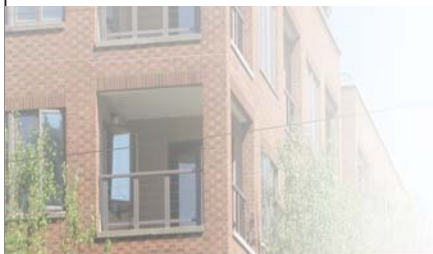
The neighborhood plan sets out a vision for the commercial corridors on Capitol Hill to include more housing in upper stories, reinforce the corridor's pedestrian scale, unique character, and economic vitality.

In response to a recommendation in the Capitol Hill Neighborhood Plan, the City supported efforts by the Broadway community to conduct an analysis of economic conditions and zoning on Broadway. This study spurred this open house discussion.

### Tonight we invite you to:

- Visit the various stations to gather more information
- Ask questions
- Provide feedback and suggestions
- Continue to be involved in your community

Each station consists of informational boards on each topic. Speak directly to staff or provide input on the comment cards at each table.



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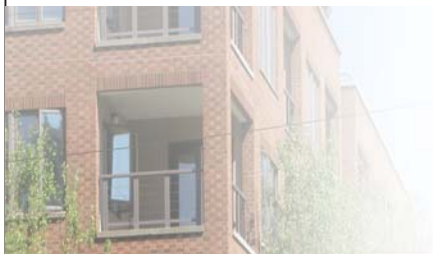
# 1

STATION 1

## Other City Programs

STAFFED BY NANCY YAMAMOTO

- **Alcohol Impact Area**
- **Homeless Youth Programs on Capitol Hill**
- **Sidewalk Repair on Broadway**
- **Small Business Assistance**
- **Cal Anderson Park update**
- **Facade Improvement Grant Program**



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# 2

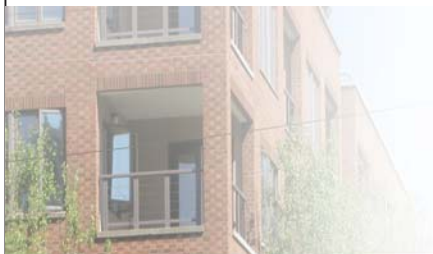
STATION 2

# Code Adoption Process

STAFFED BY MARK TROXEL

## Timeline

- **Completion of Market and Development Feasibility Analysis of the Broadway Neighborhood Business District and Community Meeting (December, 2003)**
- **Advisory Group Discussions (February to May 2004)**
- **Public Workshop (May 24, 2004)**
- **City departments develop proposed code/zoning amendments based on community feedback**
- **Mayor introduces legislation to Council (anticipated Summer 2004)**
- **Council receives Mayor's recommendations and may begin its consideration (schedule to be determined by the Council)**
- **Council consideration includes public hearing (hearing date will be announced 30 days in advance)**
- **Full Council vote, after its full consideration**
- **Mayor signs the approved legislation**



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# 2

STATION 2

## Residential Parking

STAFFED BY MARK TROXEL

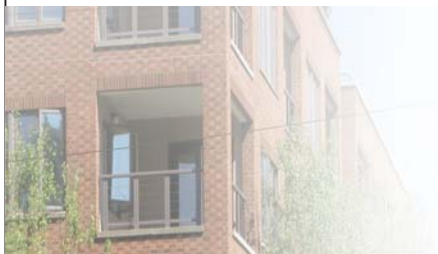
Current Residential Parking Requirement:	<b>1.1 to 1.5 spaces per unit</b>
Estimated Demand for Parking:	<b>.8 spaces per unit</b>
<u>Proposed Parking Requirement:</u>	<b><u>.8 spaces per unit</u></b>

### Minimum Parking Requirement is Too High

- New information from the 2000 Census shows 0.8 “vehicles per household” in the Capitol Hill Urban Village area, meaning that the current minimum parking requirement exceeds anticipated demand by .3 to .7 spaces.
- The cost of building one parking space can be from \$5,000 to \$30,000 depending on land costs and type of construction. A parking space can account for 12 percent of per unit costs in an urban infill project.

### Factors to Consider when Establishing Parking Requirements

- **Availability of Transportation Alternatives.** Broadway has excellent bus service, a wide variety of neighborhood-serving goods and services, several institutions, including Seattle Central Community College, and will likely be served by Light Rail.
- **On-Street Parking Supply.** The on-street parking supply in the Broadway area is used by commuting students and employees, current residents, and businesses. Much of the on-street supply is managed with meters and Residential Parking Zones (RPZs). New construction is required to provide parking to serve its own uses and cannot be required to solve an existing parking shortage. The cost of building one parking space can be from \$5,000 to \$30,000 depending on land costs and type of construction. A parking space can account for 12 percent of per unit costs in an urban infill project.



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# 3

## STATION 3

# Residential Amenities

### Amenities Desired by Residents

- Private Decks and Balconies
- Roof Decks and Roof Gardens
- Exercise Facilities
- Media Rooms
- Greenhouses
- Solaria

### Research

The City has researched the amenity requirements of other North American Cities, including Chicago, Denver, Portland, San Diego, San Francisco, Vancouver, B.C., Bellevue, Tacoma, and many others. Interestingly, Tacoma, Portland and Vancouver require no open space or amenity space in their commercial-equivalent zoning.

The City has also conducted a tenant survey regarding open space. While the response so far has been great, the survey is still ongoing. You can take the survey and view up-to-date results at: <http://www.seattle.gov/dpd/news/20040324a.asp>. For more information, contact Roque Deherrera at 206.615.0743 or [roque.deherrera@seattle.gov](mailto:roque.deherrera@seattle.gov).

### Current Requirement

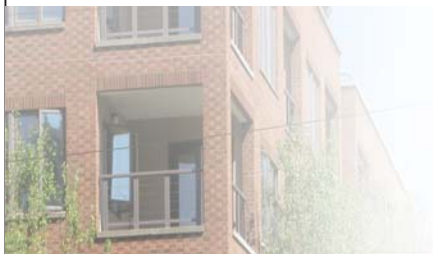
20 percent of a structure's gross floor area in residential use

Residential buildings in commercial zones are required to provide "open space" in an amount equal to 20 percent of a structure's gross floor area in residential use. This requirement is greater in commercial zones than in any other zone in the City, including downtown and multifamily zones.

### Proposed Requirement

5 percent of a structure's gross floor area in residential use, allowing half of that requirement to be provided indoors

The proposal is to require "common recreation areas" in an amount equal to 5 percent of a structure's gross floor area in residential use, allowing half of that requirement to be provided indoors. The proposal would make amenity requirements in commercial zones identical to those in Seattle's Downtown and Seattle Cascade Mixed zones. This strategy ensures that residents will continue to have necessary amenities, while acknowledging that current requirements are unnecessarily higher than in every other zone in the City.



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# 4

STATION 4

## Achieving Good Design

STAFFED BY ROQUE DEHERRERA

*Many factors positively influence building design.*



### Setbacks for Development in Commercial Zones

New buildings are required to setback upper floors when abutting a residential zoned lot.



### Building Code Requirements

The building code requires that bedrooms have windows. This, combined with the typical layouts of residential buildings (hallways with units on each side), leads to the inclusion of courtyards and other modulations in new residential buildings.



### The Design Review Program

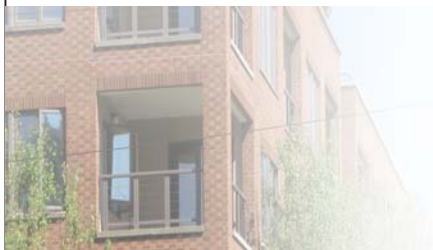
Design Review provides an additional way to address the bulk and scale of new buildings.

When Broadway specific design guidelines are adopted, the Design Review board will use those guidelines to help new development to better respond to the distinctive character of the surrounding neighborhood.



### Design Guidelines Address:

- Scale
- Bulk
- Height
- Materials
- Site Planning
- Pedestrians
- Environment



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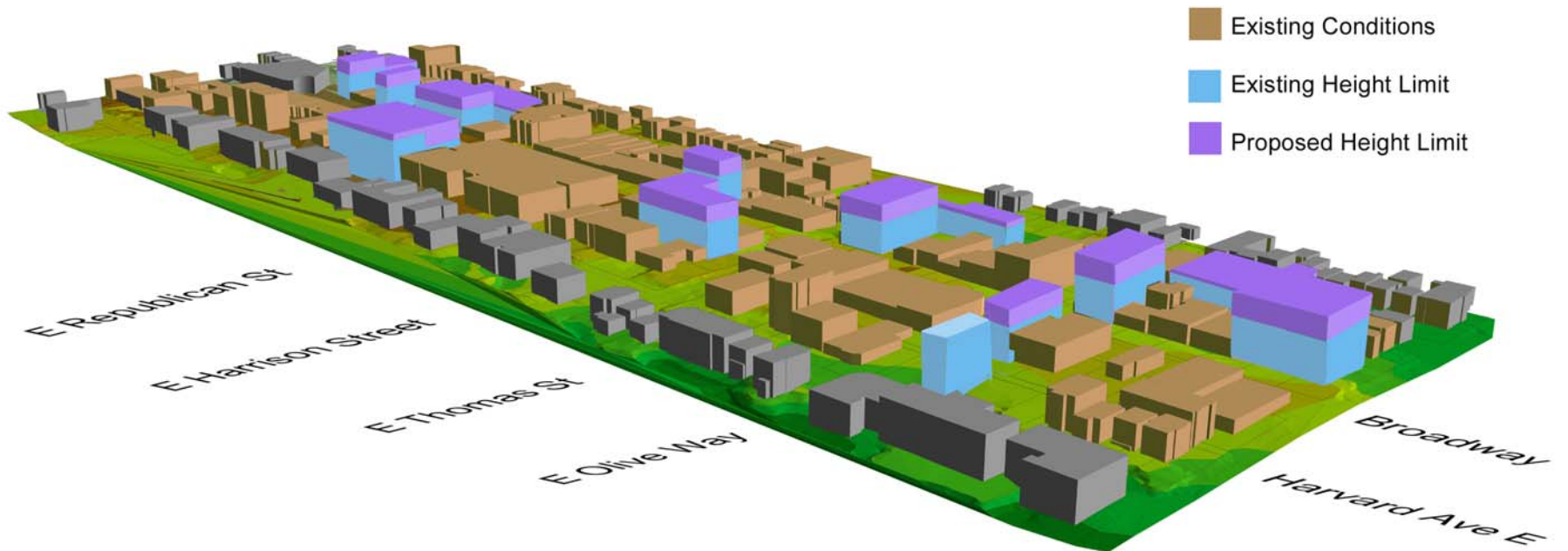


# 4

STATION 4

## Height

STAFFED BY ROQUE DEHERRERA

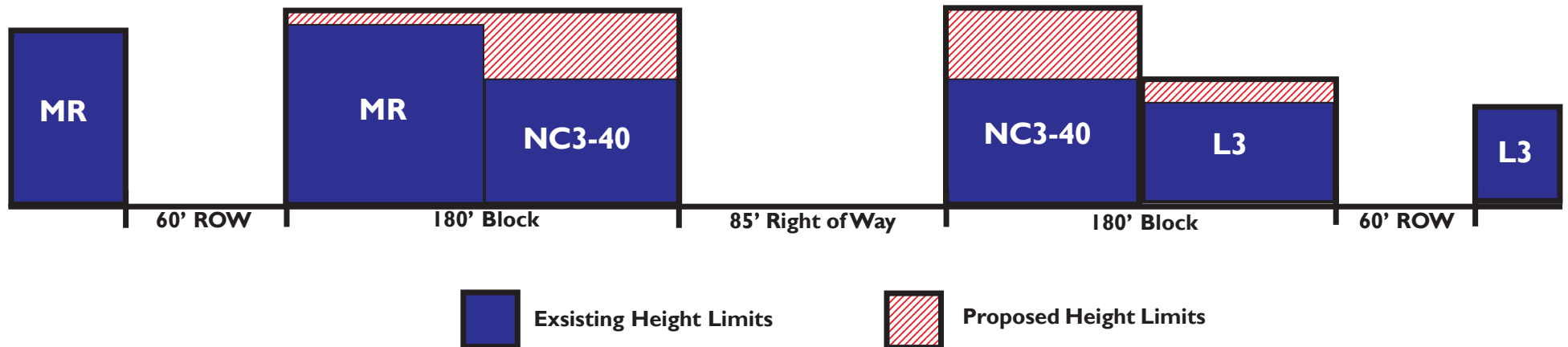


### Cross Section: Broadway E. looking North

Broadway E.

Harvard Ave.

10th Ave.



# 5

STATION 5

## Split Zoning

STAFFED BY SUSAN McLAIN

### Effect of Split Zoning

A split zone occurs when more than one zone applies to a single parcel or development site. Split zoning exists on eight blocks along Broadway East (see map). The following are examples of problems that occur with projects on split-zoned development sites:

- Limits options to provide vehicle access to commercial parking
- Limits options to locate commercial parking on site
- Applies conflicting height limit exceptions (e.g., for elevator penthouses) to a single development
- Applies conflicting residential open space requirements to a single development

### Proposed Zoning Changes:

- Change Lowrise 3 zoning between Broadway E. and 10<sup>th</sup> Ave. E. to Neighborhood Commercial with a height limit of 40 feet.
- Change Midrise zoning between Broadway E. and Harvard Ave. E. to Neighborhood Commercial with a height limit of 65 feet.
- Establish a Land Use Code provision that requires residential uses along 10<sup>th</sup> Ave. E. and Harvard Ave. E. In general, these streets should remain residential in character, however, some discretion should be allowed for commercial uses that extend from Broadway E. to Harvard Ave E or 10<sup>th</sup> Ave. E. Such uses, like grocery stores, often have unique loading needs.



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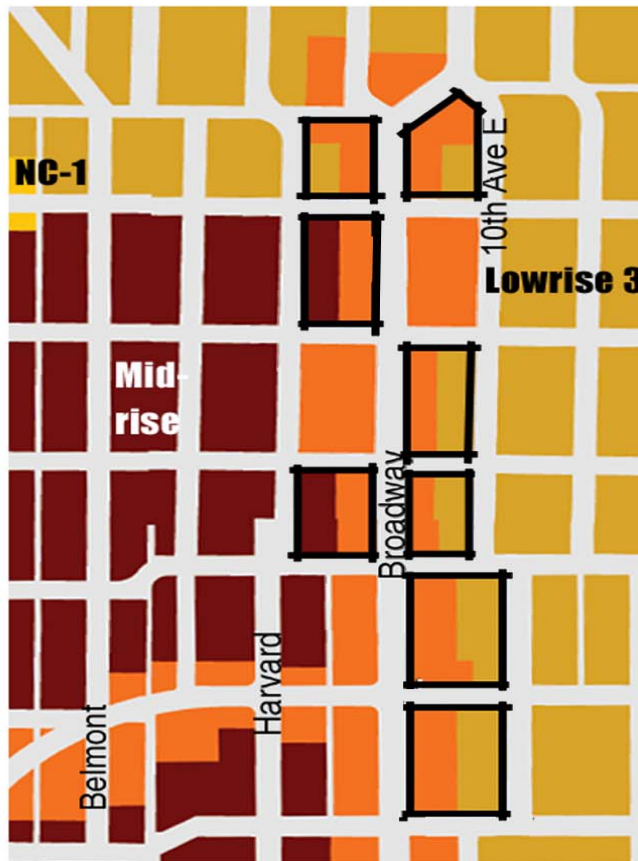
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# 5

STATION 5

## Split Zoning

STAFFED BY SUSAN McLAIN



E Roy

E Mercer

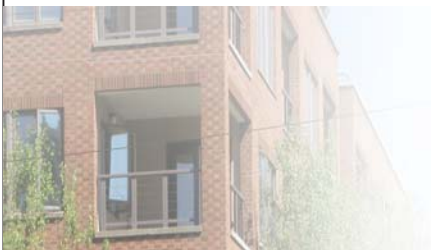
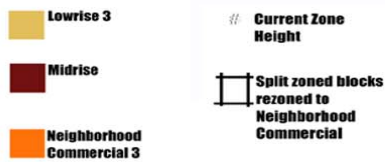
E Republican

E Harrison

E Thomas

E John

E Denny



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STATION 6

# Public Safety

STAFFED BY THE SEATTLE POLICE DEPARTMENT

**The Seattle Police Department believes that collaboration with the community is what will make a difference on Capitol Hill.**

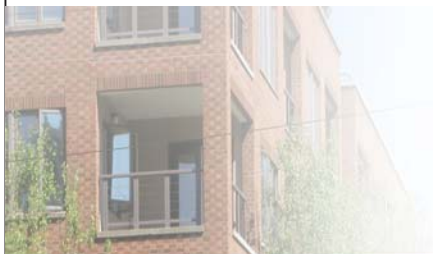
## **Partnerships:**

- To make a difference in this diverse community
- To create a safer place to live and shop
- To discover new ideas and solutions for public safety

## **We are committed to serving you by:**

- Maintaining the bike squad
- Providing special emphasis patrols
- Hosting crime prevention forums
- Hosting community walks
- Supporting neighborhood block watches
- Responding to criminal activity

**We're involved because you're involved!**



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# 7

STATION 7

## Retail

STAFFED BY JENNIFER DAVIS-HAYES

In 2003, a coalition of community groups came together to discuss the state of Capitol Hill at the Capitol Hill Business Summit. From this collaboration, the retail mix committee was formed to address the lack of stores that encourage neighbors to shop on Broadway.

### Activities to Date:

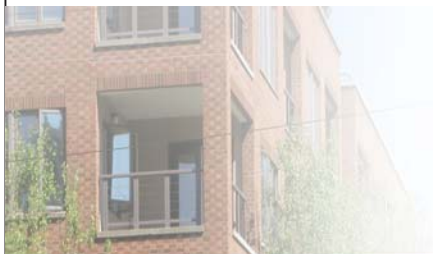
- Retail Mix Survey Completed
- Researched best practices of other neighborhood business districts
- Broadway BIA members attended statewide business district revitalization conference
- Broadway BIA made investments, including: daily cleaning, flower baskets, and hiring a marketing firm
- City expanded storefront grant program to Broadway

### What's Next:

- Completing a customer survey (currently in development)
- Branding and marketing campaign
- Recruiting of businesses to Broadway
- Coordinating business and property owners to ensure a strong retail mix

### We Need to Hear from You!

What types of stores do you think Broadway needs?



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